

AAUP THE Exchange

THE ASSOCIATION OF AMERICAN
UNIVERSITY PRESSES

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Yes or No?

by R. Peter Milroy

This article is excerpted from the AAUP Presidential address delivered at the Annual Meeting, St. Petersburg, Florida, June 29, 2002.

" yes I said yes I will Yes. "

That triumphal YES is, of course, the climax of Molly Bloom's soliloquy and the finale of James Joyce's *Ulysses*. For those of you who remember, that's also the answer to the subtle little literary quiz that Bill Sisler left us with at the end of his presidential address last year. He exhorted us to use it as our mantra.

To say the least, I was stunned when Bob Faherty called me and asked if I would accept the honour of becoming the President of the Association of American University Presses in its 65th year. Bob persuaded me that doing so would be an affirmation that member presses outside the US are an integral part of AAUP and that the nominating committee hoped I would bring a new more international perspective to the association.

I have thought about Molly Bloom's words more than a few times this past year when it has seemed that a resounding NO was more the order of things. In case anyone has failed to figure it out yet, I am Canadian. My country's intellectual sport for the past hundred and thirty-five years has been the search for a national identity—all we have been able to agree on is that we are not American. As you can see, we are polite. We don't carp that the inhabitants of the middle bit of the continent have taken the name "American" even though Canada covers by far the largest landmass in the Americas.

If Bob Faherty is right and this a good time for one of the "other Americans" to be standing here, it isn't an easy one. The horror of the events of September 11 was gut-wrenching, unimaginable, unspeakable. Like everyone in this room, the exact time and place that I first saw those images is etched on my brain forever.

I was at my family's summer place in eastern Ontario.

It has been my sanctuary since childhood.

It was a little after nine o'clock on a perfect morning with a clear sky. The lake was sparkling and perfectly cooling as my wife and I swam in the bay. As I climbed out of the water I said, "You know, I have never felt better in my life. I wish we could just stay here." The phone rang and I ran to get it; my brother's voice said "Turn on the TV."

Continued on next page

Books for Understanding: New Web Address

www.aaupnet.org/booksforunderstanding.html

In the interest of both clarity and mnemonics, AAUP has revised the main URL for the Books for Understanding project, incorporating the name into the web address (see above).

Currently, this change is entirely transparent to the user. Navigating to

either URL will lead visitors to the Books for Understanding resources.

Soon, a page at the old URL (aaupnet.org/news/spotlight.html) will announce the change and automatically redirect visitors. Please update any links to the resource.



AAUP Presidential address, continued

Some people in this room were in New York or Washington that day. I can't imagine what they experienced. The rest of us shared in that terrible television voyeurism—watching, then looking away because it was too awful to contemplate, leaving the room and being drawn back again. I feel differently about the world as a result of what I watched and heard that day. I find myself asking not “why did that event matter so much?”, but “what is wrong with me that all the other conflict and death that has gone on in the world on a colossal scale in the last decade has meant so little to me?”

Your country—with mine trundling along obediently behind—is in an undeclared state of war with an array of undefined targets. It is a time when those of us who publish have to contemplate the inevitable conflict between those unhappy bedfellows, “truth” and “war.”

I have had a long and intimate relationship with the United States. Like the majority of Canadians I live less than 50 miles from the US border. Three of my father's four brothers were Americans and the highlight of my childhood summers was a trip across the border to visit my prosperous relatives and to shop. As a child I could watch three US television stations but only one Canadian channel. I think it is safe to say that I know your country better than you know mine.

I probably know it better than I really want to because living beside the US is like trying to carry on a conversation in a small room with a television turned on—no matter how hard you try—you can't entirely ignore it. Living next door to the most powerful entity in the history of the world is a bit awkward. We have a free trade treaty but whenever someone sneezes in Georgia it has an impact on a resource community in British Columbia. The universal healthcare system that two generations of Canadians have struggled to

develop—the centrepiece of a caring society—was kept off the free trade table along with cultural industries when we negotiated that agreement a decade ago. But universal public health care seems destined to collapse under attack by supply side economists and free traders who believe that Canada has to become more like the US in order to be competitive. Canadian cultural industries—books, film, magazines, television, and music—account for a minuscule market share in their own country and without public policy interventions will have only a fraction of that, if they exist at all. US trade negotiators made it clear in the last round of WTO negotiations that they considered any exemption for cultural industries an affront to American interests.

*We should strive
to avoid the obscure,
but never apologize
for the complex.*

I am almost as distrustful of nationalism as I am of religious fundamentalism, but like most Canadian publishers, I describe myself as a cultural nationalist. Is there is a contradiction in my being here? No. I have always felt comfortable in this very civilized company. I feel less comfortable about the role of the American State.

The momentum of American ambition is awesome; the power of American anger is a terrible thing. America lives with one set of illusions about itself, but the rest of the world notes cautiously that the only nation that has used an atomic weapon has never repudiated its first strike policy. For an outsider, the semiotics of your nationalism can be as discomfoting

as any other demonstration of fundamentalism. Looking in from the outside, we are anxious to find signs that someone is asking a few questions.

Many of my heroes are Americans. At 55, I find myself thinking back to my teens and early twenties. I think about the dissenters – those who challenged institutionalized racism or refused to have their ethics and identities submerged by the tidal surge of a nation marching to profit or war. King, Chavez, Malcolm X, Angela Davis, the Chicago Seven, Ralph Nader. On a more personal scale, other Americans were my heroes, too—kids my age who resisted by exiling themselves and becoming part of my community and my circle of friends. Some of their reputations have been tarnished severely forty years on; it is hard to live up to the brave moments of youth. As I get older, I find myself being more forgiving.

American dissenters gave me hope then—and they continue to do so.

Only Americans can change US public policy; only Americans can police the world's policeman.

American university presses give me great hope.

You too are dissenters, dissenters against the mainstream forces that are so inexorably dumbing down public discourse. When I watch the principled resistance of Doug Armato to an onslaught from the religious right, I know that you are still making heroes here.

One of the most insidious forces we face is convergence. Beyond the financial and political power that comes with the corporate side of convergence, there is something even more insidious—a kind of intellectual convergence. The temple of convergence is CNN, which has positioned itself as the official soundtrack to life on the planet. It provides the play-by-play for every major news event as well as for the minor ones it discovers to fill dead air time. Its interpretative simplification

Continued on next page

AAUP Presidential Address, continued

of events is an ever-present political force. The lines have blurred between entertainment and journalism. CNN is intricately linked spiritually as well as corporately to its cousins at AOL Time Warner. Their narrative techniques are the same; at times it seems that the fictional villains and the real ones are interchangeable. Violence is the principal leitmotif and we watch it again and again until numbed to it. Bad guys are bad because they are against us. And when they are really bad, the inevitable conclusion is that you need Rambo.

In the midst of the dark days last fall that were so dominated by that repetitive play-by-play, Books for Understanding was a beacon. For thinking Americans, there was somewhere to look to for real understanding of what lay behind September 11 and what might lie ahead. Thank you, Sandy Thatcher and Brenna McLaughlin, for the idea and for pulling it all together so quickly and so well—thank you, Peter Givler and the rest of the staff, for steering a straight course when your city was in turmoil and thank you, AAUP presses, for having already published that extraordinary body

of rich complex interpretative books—without even a hint of opportunistic intent.

Most of our books are narrow and specialized. Sometimes we can broaden their potential audiences through good publishing, but often we can't, and they are still important. They are demanding of the reader, they are complex. We should strive to avoid the obscure, but we should never apologize for the complex. Life is complex, and the forces that drive social life and international relations are rooted in that complexity. By the very nature of what we publish, whatever its political perspective, we are dissenters against the simplification of the CNNs—against the dumbing down of life.

Indulge me for a moment and consider this style sheet from the 20th century literary canon: 'It's a beautiful thing, the destruction of words. Of course the great wastage is in the verbs and adjectives, but there are hundreds of nouns that can be got rid of as well. It isn't only the synonyms; there are also the antonyms. After all, what justification is there for a word which is simply the opposite of some other word? A word contains its opposite in

itself. Take 'good,' for instance. If you have a word like 'good,' what need is there for a word like 'bad'? 'Ungood' will do just as well—better, because it's an exact opposite, which the other is not."

The speaker is Syme, the lexicographer who became a non-person—the book, 1984.

Its author, Eric Blair (who wrote as George Orwell), was one of the greatest of all modern dissenters; next year will be the 100th anniversary of his birth. We have foolishly consigned this great work and its author to the intellectual remainder bin, but he has a lot to say to us today. It is stupidly convenient to think that his surveillance society was Russia and that the danger has passed along with the year 1984. I am sure Orwell would see the potential in a name like The Office of Homeland Security. And as for Newspeak—turn on your radio.

Some people think that dissent takes the form of a NO, but I'm with Molly Bloom, and Bill Sisler and John Lennon—I believe that it is a resounding YES.

Peter Milroy is Director of the University of British Columbia Press and President of AAUP.

Publishers Take Copy Shops Back to the Courts

In the early and mid-1990s publishers won two important lawsuits against copy shops that made illegal coursepacks. The defeat of Kinko's in 1991 was a landmark decision, which held the copy shop chain liable for infringing publishers' and authors' copyrights and enjoined Kinkos from duplicating copyrighted materials without receiving permission. Kinko's ended in paying damages and court costs upwards of \$2 million. This laid the groundwork for a successful case against Michigan Document Services (MDS) in 1996, in which Princeton University Press was a lead plaintiff.

However, the costs of fighting these legal battles were steep for the publishing community, victorious or no. In the intervening years, reports of violations of copyright by commercial coursepack copiers have been regularly sent in to the offices of the Association of American Publishers. These reports often come from copyright compliant copy shops, often university printing services. These shops see the costs and time involved with compliance harming their business when speedy, non-royalty-paying options are right down the road. Aside from attempts at campus education, however, the publishing

community's hands have been tied. A suspicion rose that some shops were beginning to act like voracious mice in a cat-less kitchen.

Has the cat come back? A copy shop in Gainesville, FL, possibly got the shock of its complacent life when three STM (Science, Technical, Medical) publishers slapped it with an infringement suit this October. The MIT Press, Elsevier Science, and John Wiley & Sons filed suit against Custom Copies, which produces and sells coursepacks for the University of Florida's Gainesville campus (the shop is not affiliated with the university). The complaint, coordinated by the

Continued on next page

Copy shops (continued)

Copyright Clearance Center (CCC), alleges that Custom Copies knowingly makes and sells unauthorized copies of material from these publishers' books and journals.

Wiley and Elsevier entered this suit coming away from another successful infringement claim against a document delivery service, Kessler-Hancock Information Services in California. Kessler-Hancock settled with the publishers, acknowledging past unauthorized copying, paying owed royalties, and agreeing to future compliance. The MIT Press was brought into the case when approached with evidence that Custom Copies had made significant unauthorized use of articles from two MIT journals.

MIT's Mike Leonard has said that the total extent of illegal replication is not yet known. As Fred Haber of CCC pointed out, the publishers' suit alleges a general practice of unauthorized copying. Throughout the resulting discovery

process, the defendant will have to show records proving or disproving the publishers' claim.

While a settlement—rather than a protracted legal battle—is hoped for to resolve this suit, the University of Florida student newspaper and the Library Journal Academic Newswire report have quoted the copy shop's attorney as denying the allegations in the suit. The attorney, Thompkins White, has said that the shop is checking its records for any *inadvertent* infringement. If such instances were found, "the full customary fee" would be paid.

Aside from any financial recompense that could be gained from this action, according to Leonard, there is "an educational element" to the suit. This suit may spark renewed interest in legal copying in shops that may be somewhat lax about procuring permissions. He added that "a lot of copy shops are in favor of what's going on." The financial impact of non-compliant competitors is as great on

compliant shops as it is on publishers and authors. If it can be demonstrated that non-compliance has repercussions, fair competition may be restored on many campuses around the country.

Are more copy shops to be targeted for similar actions? Or will more publishers get in on the act? Neither of those questions have a certain answer, but Leonard mused that "it could well be that unauthorized copying could represent a good chunk of money [for university presses] as a group." Many publishers, copy shops, and campus stores will be waiting to see how this present case is resolved.

For further information about copyright as it affects campuses, *Questions & Answers on Copyright for the Campus Community* is a good resource. The booklet has been endorsed by AAUP, and is available via the web site of the National Association of College Stores at www.nacs.org/public/copyright.

Conglomerate Publishing Comes to AAUP

by Brenna McLaughlin

The university press community, a field already sensitive to nuanced word choices, will now have to be careful in how it addresses the ills of conglomeration in the publishing world. In the summer of 2002, a founding member of the AAUP *bought out* a smaller scholarly publishing house!

Popular Press, the world's premier publisher of pop culture studies, will henceforth be published and distributed as an imprint of the University of Wisconsin Press. Popular Press was formerly owned by Ohio's Bowling Green State University, and was founded by Ray and Pat Browne. The Brownes also co-founded the Popular Culture Association and helped establish Bowling Green's

ground-breaking Department of Popular Culture Studies.

While university presses often distribute or even publish (as in the case of the University Press of New England) in consortia, and occasionally acquire back lists—particularly of regional titles—from other publishers, it is uncertain that a purchase of this sort has happened before in the AAUP community.

For the purchase price of \$20,000 plus a 10% annual royalty on existing titles, Wisconsin acquired 325 back list titles and 20 new titles, with an inventory of about 90,000 volumes. The Popular Press imprint will continue to publish new titles, and will enhance Wisconsin's lately expanded pop culture list in food,

travel, film, performance, and sports.

In a demonstration of cosmic balance, while Wisconsin was showing us the bright side of conglomerate publishing, another press was, so to speak, downsizing its identity. In recognition of the support of one institution, the University Press of Virginia became the University of Virginia Press.* The name changes reflects the close relationship between the Press and its host institution since 1963.

**The National Academies Press, formerly singular, also refined its identity to reflect its affiliation with all four organizations within the National Academies. Unfortunately, the pluralization of the name did not work with the conceit of cosmic balancing!*

It's Nobel Season for University Presses

What do Sir John Sulston, former US President Jimmy Carter, Imre Kertesz, Riccardo Giacconi, Vernon L. Smith, and Daniel Kahneman have in common (other than a well-known Swedish prize)? They all have a fine history of publishing with AAUP member presses.

This is not always so surprising for the winners in an academic field such as economics that hasn't entirely been commandeered by international commercial publishers. Smith and Kahneman have both been published in Cambridge University Press's renowned economics list.

Science fields are another story, however. Wiley and Kluwer, among other commercial firms, are more commonly seen on the CV's of Nobel Laureates in chemistry, physics, and medicine. But where university presses have an invaluable niche in these scientists' publications is in the narrative histories of the scientific achievements that they are eventually recognized for in Stockholm.

In the mid 1980's, Harvard University Press published a "selective and personal history of x-

ray astronomy" called *The X-ray Universe* with Wallace Tucker and Riccardo Giacconi. It is for the innovations in astrophysics recounted in *X-ray Universe* that Giacconi was awarded the 2002 Nobel in Physics.

While this book from the 80's is understandably "indefinitely out-of-stock" by now, the National Academies Press may well have been dabbling in the occult when they signed Sir John Sulston's book *The Common Thread* to be published in late 2002. Written with Georgina Ferry, the book recounts the story behind the Human Genome Project, including the work on the nematode worm on which the Nobel Committee's 2002 award to Sulston was based.

Jimmy Carter is a prolific writer, but today it seems unthinkable that an ex-president would be published by a university press—traditionally so unlikely to offer headline-making advances. This makes The Carter Collection at the University of Arkansas Press rather special. Seven books make up the Collection, including a work by Rosalynn Carter. One of Carter's books, *The Blood of Abraham: Insights Into the*

Middle East, was already a best seller for Arkansas before the Peace Prize was announced; and is also a book that underscores the fitness of the prize.

And, finally, university presses can crow over a two-for-two record of recent unknown—at least in North America—Nobel Literature Laureates. (V.S. Naipaul being far too well known to count in *this* reckoning.) In 2000, the Chinese University Press had the only English translation of Gao Xingjiang's work available to North American readers when that writer was recognized with the Nobel. And, again this year, US readers could be grateful to the commitment of Northwestern University Press to the translation of Eastern European writers when Hungarian Imre Kertesz was named the 2002 Nobel Laureate. Two of Kertesz's novels, *Fateless* and *Kaddish for a Child not Born*, have been published by Northwestern. The Press hopes to bring out a third, *Fiasco*, soon.

Congratulations are due to all the Nobel Laureates and to the untiring publishers who have brought their work to their colleagues and the wider public for many years.

Remembering Steve Renick 1941 -2002

Steven James Renick passed away on September 11, 2002. He was the Art Director at the University of California Press for twenty years.

A devoted family man, a great teacher, a tireless volunteer supporter for his church, and a champion of excellence in typography and book design, Steve was a recognized and respected force in the world of scholarly publishing. He was also a trusted, loyal, and dear friend to those of us who were fortunate enough to be his colleagues and authors.

Steve was a modern Renaissance man, and those who knew him would marvel at his knowledge of many things mechanical, be they planes, boats, trains, automobiles, cameras, or electric guitars. He knew the makes,

the engine versions, and the years of introduction of dozens of classic cars, and at various times owned a restored '57 Chevy street rod that he delighted in driving over the back roads of the Bay Area, a fiery red Trans Am that was the envy of every high school kid in Berkeley, and a new BMW Morris Mini that he proudly displayed at the annual Press picnic just a few weeks before his death. Such was the diversity of his passions that these myriad areas of attraction all combined to keep his design skills alert and honed.

Among the hundreds of books he designed in his two decades at California are the austere and elegant Allen Mandelbaum translations of Dante's *Divine Comedy* and *The Odyssey of Homer*, the landmark *Poles Apart: Parallel Visions of the Arctic and Antarctic* by the great naturalist and photographer Galen Rowell, and an

exquisitely rendered new edition of Jan Tschichold's 1928 classic work *The New Typography*. Over the years dozens of his books were selected for the AAUP Design Exhibition, the Book Builders West design show, and similar graphic competitions.

Steve's design philosophy will continue to live on in the many University of California Press titles that bear his name, and, because Steve was a tireless mentor for the younger designers who he worked with, his work will undoubtedly continue to inform and influence the great design tradition of the Press.

Steve is survived by his wife Kathie and sons Josh and Dave Renick.

Contributed by Steve's friends: Anthony Crouch, Design and Production Director; University of California Press and Rick Stetter, Director, Southern Illinois University Press

Borders Category Management: Bogeyman or Birnam Wood?

by Brenna McLaughlin

The basis of category management is the division of the goods that are sold in a retailer's outlet into categories which are then managed as separate business units within the outlet. That is, the retailer has one overarching goal, but each category is studied, merchandised, and manipulated towards that goal on its own terms.

Can books be treated as consumer packaged goods, or CPG? *Are* books CPG? Is Nora Roberts the Cheerios of the chain booksellers, and is Imre Kertesz the Muesli, or Alan Dershowitz the Special K Red Berries?

That analogy, while fun, is admittedly both belabored and inaccurate. While cereal is one category in the CPG industry, Roberts, Kertesz, and Dershowitz would never be grouped into the same category in a bookstore. Rather they might be grouped under Romance, Literary Fiction, and Politics, respectively. Once categorized, they could be managed in the tried-and-sometimes-true category management process so relied on by the world of CPG.

Managing a category involves comprehensive research into consumer behavior and the variables that can affect it—shelf placement,

local promotions, number of “facings” (face-outs of a product on store shelves), and so on. CPG manufacturers support this research in tandem with retailers—if a manufacturer can prove that their product will move faster at mid-aisle, eye-level shelving with six facings, not only will the manufacturer sell more, but the retailer will see greater return on the acreage represented by that shelf space. Manufacturers not only support the research, but often come in and do the shelf stocking themselves.

*books =
breakfast
foods?*

The sometimes-true part of category management is the unfortunate reality that numbers tell many stories, and this field of data analysis is as riddled with competing theories as any other. In political polling, Republican and Democratic pollsters cast questions differently and get different responses, or read

certain variables as more or less important to deduce different conclusions about the electorate from the same data. Consumer data analysis is no more of an exact science than voter data analysis.

Category management is an integral part of the daily business of grocery stores and convenience markets, but it is a foreign concept to the book industry. Or was, until the advent of Greg Josefowicz and Michael Spinozzi. Josefowicz, Borders Group CEO, and Spinozzi, VP and chief marketing manager, brought category management to books when they were hired away from Jewel-Osco, a large Midwest food and drugstore operator.

Initially the announcement of Borders' new program brought criticism and protest, both from those who dislike the idea of books being equated with Pop-Tarts and from those whose biggest worry was the fees involved for publisher involvement.

The first theme seems to be a losing proposition, despite an open-letter from a group of authors including Noam Chomsky and Ralph Nader which included an appeal to the responsibility inherent in trading

Continued on next page

In Remembrance of John J. Dowds

John J. Dowds, formerly Director and most recently General Editor of the Duquesne University Press, died on November 6, 2002, at the age of 64.

John's career in university press publishing began in 1967, when he joined the Duquesne staff as its Sales Manager. Just two years later, in 1969, he was appointed the Press's Director, a position he held for 30 years. In 1999, he stepped down from the directorship but remained on staff to concentrate on marketing and distribution and overseeing various special projects. He was planning to retire early next year.

John's 30-year tenure at the helm

of Duquesne University Press — nearly half of the Press's 75-year existence! — truly spanned numerous trends and developments both in scholarly publishing generally and at Duquesne University specifically. In the early 1970s, as the University faced a serious financial crisis, John worked tirelessly to save the Press's very existence. Throughout the 1970s and 1980s, working with a reduced staff and budget, he still maintained a commitment to scholarly excellence that prompted *The American Scholar* to comment on “the series of high level books on philosophy which Duquesne University Press has issued,” and garnered this unsolicited praise from *America*: “Rather than seek to emulate

the large secular university presses, Duquesne has concentrated on making a contribution in restricted areas. . . . The overall achievement of this relatively small operation has been extraordinary. . . .”

As the Director of a small press, John's talents reached into every aspect of the enterprise — design, marketing, production, and business. Not to be overlooked was his keen sense of the kinds of projects that would succeed and those that would not. His input will truly be missed.

He is survived by his wife, Helen, and two adult sons, John Brendan Dowds of Pasadena, California, and Daniel Flynn Dowds of Alexandria, Virginia.

Category management (continued)

in First Amendment protected goods. The second, financial, concern has more traction.

From reports in Publishers Weekly and other trade media, a picture of the costs for publishers develops. Borders invites publisher with strong interests in a category to become the "category captain" or "lead vendor." This involves a fee that has been reported as up to \$100,000. This fee supports the market research in that category, and gives the captain publisher access to the complete data and analysis. Borders has said that participating publishers will have no influence on choice of specific titles, and, unlike many CPG arrangements, no control over shelf placement. (Although the long-tradition of co-op money for end-caps and other placement has already locked most small publishers out of regular access to prime displays.)

The \$100,000 category captain fee may also be more of a bogeyman than an actual price tag. In the true spirit of category management, Borders says the financial support requested from publishers will vary with the segment in question. Spinozzi has been cited as

considering smaller publishers as possible lead vendors in such fields as poetry and philosophy.

Borders is also running a series of educational workshops to introduce publishers and sales reps to the basics of category management. The seminars also have a significant fee attached. This accretion of costs, from fees, travel, and the hidden costs of time out of the office (often hardest for small and mid-sized publishers to afford), is something that one university press that has dipped its toes in the category management water is keeping its eyes on.

OR

category management
= *handselling?*

Though cautious, Oxford University Press is staying in the conversation with Borders, however. "Borders is an important account for us...We want to be in touch with what they're doing," Tom Willshire, OUP Trade Sales, said. He added that their substantial trade publishing

business probably makes an active concern with Borders' policy more important to Oxford than to many university presses.

As for the ideological protest, Willshire was unconvinced. "At this stage...the market research seems pretty sound and unthreatening."

And in truth, is Borders' fan-fared program really a foreign concept to booksellers? Aren't listening to what readers in the community want, adjusting displays for promotional events and local trends, talking with manufacturers' representatives about products and how to best support those products the common practices of smart independent booksellers and committed, thoughtful publishing reps? Is category management the ethos of "handselling" scaled-up to the corporate behemoth of an international chain?

As Borders implements the business strategy of category management across their 250 defined categories, the publishing industry will see whether the initial outcry was prophetic, or simply the product of poor public relations.

Recruitment Tool for Scholarly Publishers

Explore The World of Professional and Scholarly Publishing, a booklet created by the Professional and Scholarly Publishing Division of the Association of American Publishers, with input and support from AAUP and the Society of Scholarly Publishers, is now available. The 16-page pamphlet seeks to attract a diverse new generation of publishers to the field.

Included in the pamphlet are explanations of both the book and journal sides of professional and scholarly publishing, descriptions of the positions available and skills needed, as well as directions to

further resources such as training programs, job boards, and membership associations, and a bibliography of books, articles, and white papers.

The career pamphlet also features eloquent testimonials from a number of scholarly publishing professionals. Howard University Press Director D. Kamili Anderson is quoted: "At it's most rudimentary, [scholarly publishing] is the supreme mental, artistic, and emotional challenge."

The printing of the pamphlet was donated by The Sheridan Press, and distribution has been undertaken by the three contributing associations.

PSP/AAP has distributed *Explore the World* to member firms, college and university career offices, and publishing degree programs.

Members of AAUP have received a stack of the brochures for their own use, and many have already requested additional copies for interns, undergraduate advisors, campus career fairs and offices, and other creative distribution channels. AAUP has a number of booklets still on hand for members' use. Contact bmclaughlin@aaupnet.org for additional copies. A PDF of the booklet is available at www.pspcentral.org/careers/careers.pdf.

Calendar

MLA

December 27-30, 2002
New York, NY

PSP 2003 Annual Conference

February 3-5, 2003
Washington, DC

Jefferson Day/Humanities Advocacy Day 2003

February 24-25, 2003
Washington, DC

2003 Smaller and Independent Publishers Meeting

February 26, 2003
Washington, DC

AAP Annual Meeting

February 26-27, 2003
Washington, DC

Business Managers Meeting

March 13-15, 2003
Handlery Hotel, San Diego, CA

IT Managers Meeting

March 15-17, 2003
Handlery Hotel, San Diego, CA

Book Expo America

May 30-June 1, 2002
Los Angeles, CA

Production Managers Meeting

June 21-22, 2003
St. Louis, MO

2003 AAUP Annual Meeting

June 22-25, 2003
Hyatt Regency Union Station
St. Louis, MO
Contact: annualmeeting@aaupnet.org



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